

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Scott Fergusson et al. Examiner: Romain Jeanty

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For: METHODS AND SYSTEMS FOR MONITORING THE EFFICACY
OF A MARKETING PROJECT

AMENDMENT

Mail Stop Amendment
Assistant Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

CERTIFICATE OF ELECTRONIC TRANSMISSION

I hereby certify that this paper is being electronically transmitted to the
United States Patent and Trademark Office on the date shown below.

 September 14, 2007

Lynn Thompson Date

This Response is being filed in response to the Official Action of the Examiner mailed
July 18, 2007, setting a two-month shortened statutory period for response ending September 18,
2007.

Amendments to the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 11 of this paper.